

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"



FOR ADVERTISING RATES, SEE THE BACK OF THIS PAGE

20 CENTS

THE MACLEAN PUBLISHING COMPANY LIMITED TORONTO, MONTREAL, WINNIPEG

\$3.00 PER YEAR



The South is Hawthorn Fabrics

**Endorsed by Canada's
Foremost Fashion Creators
as the Unsurpassed Fabric
for Sports Garments**

THE manufacturer of sports suits knows that the success of his creation lies very largely in the selection of the material. Hence Canada's leading manufacturers have chosen Hawthorn Kalford Fabrics for expressing their ideals in the most becoming outdoor apparel.

Small wonder! For Hawthorn Fabrics offer a wonderful range both in color and in texture. The rich leather, moiré, crease, brocade and blends are as pleasing to the woman of great taste as the jockey green, daily blue, and red are to the woman who desires sporty informality. These specially selected fabrics hold their colored fibers colorfast, and their beauty of finish and strength wearing qualities are well known.

Hawthorn is no ordinary fabric. Made in Canada by Canadians who have spent a lifetime in the study and

development of weaving and finishing, it is a matter of pride for all Canadians that an unexcelled material produced nowhere else in the North American Continent is in any way its superior.

If your favorite dealer cannot supply you with sport suits made from genuine Hawthorn Fabrics, send us the name and we will mail him a list of nearest specialists who can furnish him with this most outdoor apparel.

Hawthorn Fabrics are also sold by the yard. Ask for them at the dress goods counter.

HAWTHORN FABRICS
CANADA PRODUCT

Reference to your garments immediately follow this notice if it is found that your garments are not genuine Hawthorn fabric and colorfastness is not guaranteed.

HAWTHORN FABRICS

Made in Canada Plain, or, by HAWTHORN MILLS, LIMITED



Hawthorn Sport Suits in which it is used provide a lifetime of pleasure.



Eveready Flashlight— Pathfinder

In hotel and apartment-house fires, lights usually go out without warning. There are countless cases on record where Eveready Flashlights have led the way to safety, through smoke and confusion.

There are so many practical uses for Eveready Flashlights that no family should be without one or more of them within easy reach. Take one with you whenever and wherever you travel.

Buy an Eveready Flashlight to-day at any electrical, hardware, drug, auto-supply or sporting goods store. Keep it "Loaded" for emergencies with a fresh, strong Eveready Battery.

CANADIAN NATIONAL CARBON COMPANY, LIMITED
Toronto and Winnipeg

EVEREADY

FLASHLIGHTS and BATTERIES

Meet every need for emergency light



NO. 2891
EVEREADY
EMERGENCY
LIGHT



FLEET FOOT to Business

If you ask a man why he wears FLEET FOOT shoes to business, nine times out of ten he says, "because they are so comfortable."

FLEET FOOT shoes are comfortable. The fine rubber soles and heels take up the jar of walking. The canvas uppers are light, cool and easy on the feet. The shapes are designed by experts who know how to put good style into shoes that fit the feet snugly, yet are light and flexible.

Most men wear FLEET FOOT right through the summer. They have several pairs. Suitable for business—sport models for bowling, golf or tennis—a smart pump for evening wear—and perhaps heavy FLEET FOOT shoes for gardening or working around the house.

FLEET FOOT are so economical that you can have two or three pairs for the price of one pair of leather shoes.

Wear them this summer—put the whole family in FLEET FOOT.

The name **FLEET** in the style of lettering shown above, is stamped on every genuine FLEET FOOT Shoe—look for it.

FLEET FOOT shoes are sold by the leading shoe dealers everywhere.



MACLEAN'S

PUBLISHED WEEKLY
On the First and Third of Each Month
1000 BATHURST STREET, TORONTO
1000 BATHURST STREET, TORONTO

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THROUGH CANADA'S CAPS

Be sure to get the Maclean's Publishers' Directory in addition to your subscription. It lists all the companies and individuals who are in the business of publishing. It is a very useful book. It is not intended to be a directory. It is a book that will help you to find out more about the publishing industry.

Maclean's Publishers' Directory is available to all subscribers.

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The often unavoidable test of
sharp, broken stones

TIRE PUNISHMENT by chopped-stone is one of the unkindnesses of spring motoring. Like a million stabs are the sharp blows of broken stones often spread in the process of improving highways. Is there a tire can endure this hardship? The motorist, who says "yes," is the one who travels on

"GUTTA PERCHA"
(CORD) TIRES (FABRIC)

"Go as Far as You Like on 'Gutta Percha' Tires"

Gutta Percha & Rubber, Limited

Head Office and Factory, Toronto
Branches in all Leading Canadian Cities



The Mark of an Informed Man

Go to the clubs of any city, to the Boards of Trade—go to any gathering of business men—and ask them "who reads THE FINANCIAL POST?"

In any place where business men congregate there you'll find a majority of men read this commercial newspaper for the same unbiased news of weekly happenings in Industry, Finance and Com-

You want to be informed on everything that may have a bearing on your business—markets, building programmes, real estate developments, news of financial happenings, the doings of governments and the bearing these may have on manufacturers, wholesalers and merchants.

The most convenient and reliable source of all the information is Canada's foremost financial newspaper—THE FINANCIAL POST.

Stop at your news-stand or fill in the coupon and we will send you a copy that you may judge for yourself. If you can afford to neglect this source of information vital to every ambitious business man.

Or have it mailed to your home—five dollars for 52 issues.

A majority of the leaders of every industry have a habit of reading THE FINANCIAL POST or *howe*.

The Financial Post
143 University Avenue

128 Henry Street
Worcester, Mass.

THE ROMANTIC FRONT 1991

Please send a sample copy of *The Physical Post*. We intend

Source: *U.S. Census Bureau, 1997*.

Values: _____

Longest longest purplest,
in quietest busyest when
heart's love I know. But then,
midst the truth, I've heard love
I've seen love's love.

"But why another issue?" asks Joe. "We need good, natural in-

But one night—they had on the local river and were journeying of Fort Snare—beyond River—as they can children's staff. Twelve on

...how much
...the film

...at length. "Something
here you can reason be-
lieve in. From Norman and
the damned were that belief.
I'm going to be my double-
crossed."

status" measured the frequency these songs occur, bringing it in the frame of the story. It left over them spending north-watched it until it was but, a hint, the database.

HOTEL ST. JAMES
TIMED DISCOUNTS NOW AVAILABLE
At 100-14 Street 1000 St. James Place
Includes 1st and 2nd floors, laundry, three swimming
pools, tennis courts, ballroom, formal rooms.
Special rates for groups, meetings, wedding, conventions.

The Pecker People
Number 61

A. C. F. A.
J. J. J. J.
K. K. K. K.

ed.	
,	

[illegible]

FLOOR VARNISH

VITAL RESISTANCE **WATER RESISTANCE**

The BALANCED VARNISH IS DIFFERENT

MADE TO PROTECT YOUR INVESTMENT as well as your investment. "Let Your Varnish Be Its Own Boss" is the only Varnish to give the greatest possible range of service.

It can be used on all types of wood floors, including the most delicate of finishes. It can be used on all types of wood floors, including the most delicate of finishes. It can be used on all types of wood floors, including the most delicate of finishes.

PLATT & LAMBERT INC.
100 UNIVERSITY STREET, SUITE 1000, TORONTO, ONT. M5G 1C1

"Jes' loatin' along"

Under heat pressure, with a little extra, you're in a bind. "Jes' loatin' along" is the only Varnish to give the greatest possible range of service.

PETERSON & SONS LTD.
100 UNIVERSITY STREET, SUITE 1000, TORONTO, ONT. M5G 1C1

No Rats By Sunday

ROUGH ON RATS

Kill The Hair Bots

STAMMERING

THE APPOINTMENT CENTER

from that innocent-looking man, Don Gray who sits next to me. I don't know him, but I've heard of him. He's a well-known actor, and he's got a reputation for being a bit of a troublemaker. He's got a reputation for being a bit of a troublemaker. He's got a reputation for being a bit of a troublemaker.

Don Gray is a well-known actor, and he's got a reputation for being a bit of a troublemaker. He's got a reputation for being a bit of a troublemaker. He's got a reputation for being a bit of a troublemaker.

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Sani-Flush

Chemical Toilet Bowl Flushing

MAKES A SPOTLESS CLOSET BOWL WITHOUT SCUBING

Sani-Flush dissolves stains and obstructions in the closet bowl

It thoroughly cleanses drains

It's the only toilet bowl flusher that's safe for your plumbing

It's the only toilet bowl flusher that's safe for your plumbing

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Graino Diamonds

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Graino Diamonds

Graino Diamonds



Those dainty Summer repasts that everyone enjoys

It may be the full-spread luncheon table in city home or vacation cottage—tea on the lawn or in camp—or the picnic hamper, opened beneath the shadowed fringe of highway or river. Swift's Premium Ham, always adaptable, provides delicious menus suited to every summer occasion.

Of course, you can buy Swift's Premium Ham sliced, but there is a big advantage in buying a whole ham—for then you obtain a variety of dishes: you can bake the butt, boil the shank, and fry the centre slices, and never lack a "meat course" as long as a vestige remains.

The careful selection and exclusive, mild cure of

Swift's Premium Ham

make it unique in flavor and excellence. It is particularly adapted to summer use, because it keeps so well under conditions when fresh meat is impracticable.

Order from your Butcher or Grocer.

Swift Canadian Co.

Limited

Toronto Winnipeg Edmonton



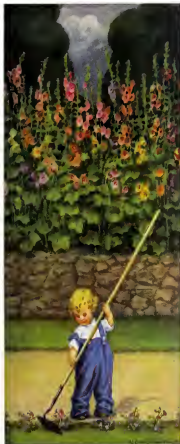
The ultimate choice of the PPA User (Source: PPA)

"NATURALLY, when a fellow has work to do—such as hoeing up the flowers—a fellow should be dressed for it."

Work clothes made from any one of the "Prue" Indigo Drills are suitable for any member of the family from the smallest to the largest, the oldest to the youngest.

They must wear, they hold their color, they look well. Quality for quality they are the cheapest, price for price they are the best.

Ask your retailer for Prue Cottons



DOMINION TEXTILE
COMPANY, LIMITED

MONTREAL TORONTO WINNIPEG



*From a
Kodak Negative*

Keep a Kodak Story of the Children

Canadian Kodak Co., Limited, Toronto, Canada